



Top **10** Key Insights From Helping 500+ Short-Term Vacation Rental Managers Grow Their Inventory





Top **10** Key Insights From Helping 500+ Short-Term Vacation Rental Managers Grow Their Inventory



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Arrived

What We'll Cover Today

- 1 New Inventory = \$\$\$
- 2 Data
- 3 CRM & Marketing Automation
- 4 Key Messaging
- 5 Landing Pages
- 6 Omnichannel Marketing
- 7 Inbound Marketing
- 8 Referral Marketing
- 9 Full Time BD Rep
- 10 Speed & Responsiveness
- * BONUS!



Free Download
vintory.com/NWVRP



New Inventory Is the Greatest Way to...

Grow Your Revenue

+Grow Your Profits

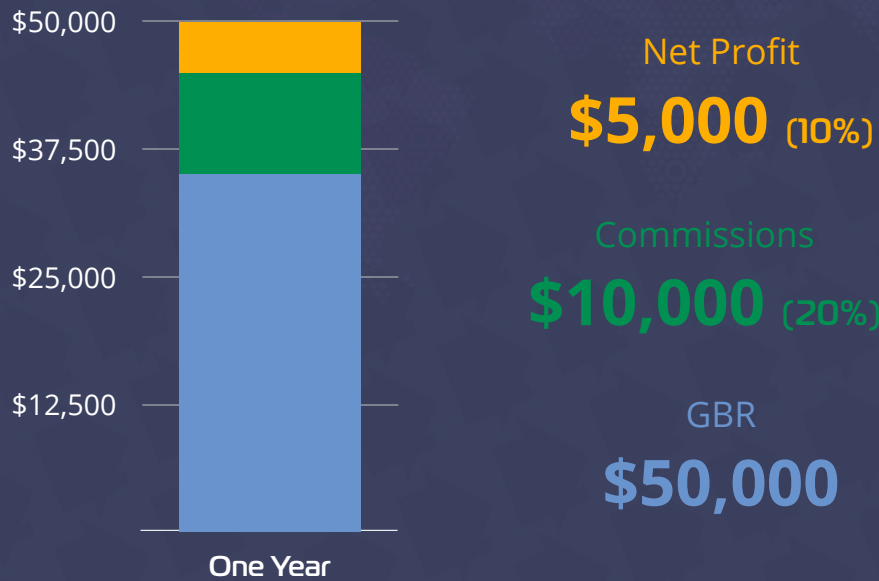
+Build Net Worth



Value of New Inventory



Value of one property after one year



Computing the customer lifetime

$$\text{Customer Lifetime} = \frac{1}{\text{CHURN}}$$

$$\text{Industry Avg} = \frac{1}{10\%}$$

= 10 Year Lifetime

\$5,000 X 10 Years = \$50,000

Lifetime Value = \$50,000



Hack Alert....

Lifetime Value = Gross Booking Revenue (GBR)

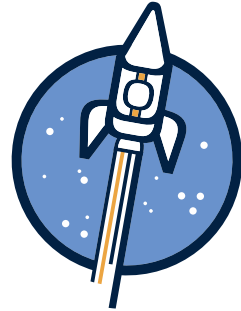


Property Does **\$50k** GBR
Has **\$50k** Lifetime Value



Property Does **\$100k** GBR
Has **\$100k** Lifetime Value

*Assumes Industry Averages of 10% Churn / 10% Margins



Value of Inventory... at Exit



Value of Inventory... at Exit



Multiple of Earnings

~~4.05-6.1~~ X

\$5,000 EBITDA

\$25,000 / Property

*Assumes GBR of \$50k / 10% Churn / 10% Margins



Value of Inventory... at Exit



\$25,000 / Property

X 10 Properties

\$250,000

X 50 Properties

\$1,250,000

X 200 Properties

\$5,000,000

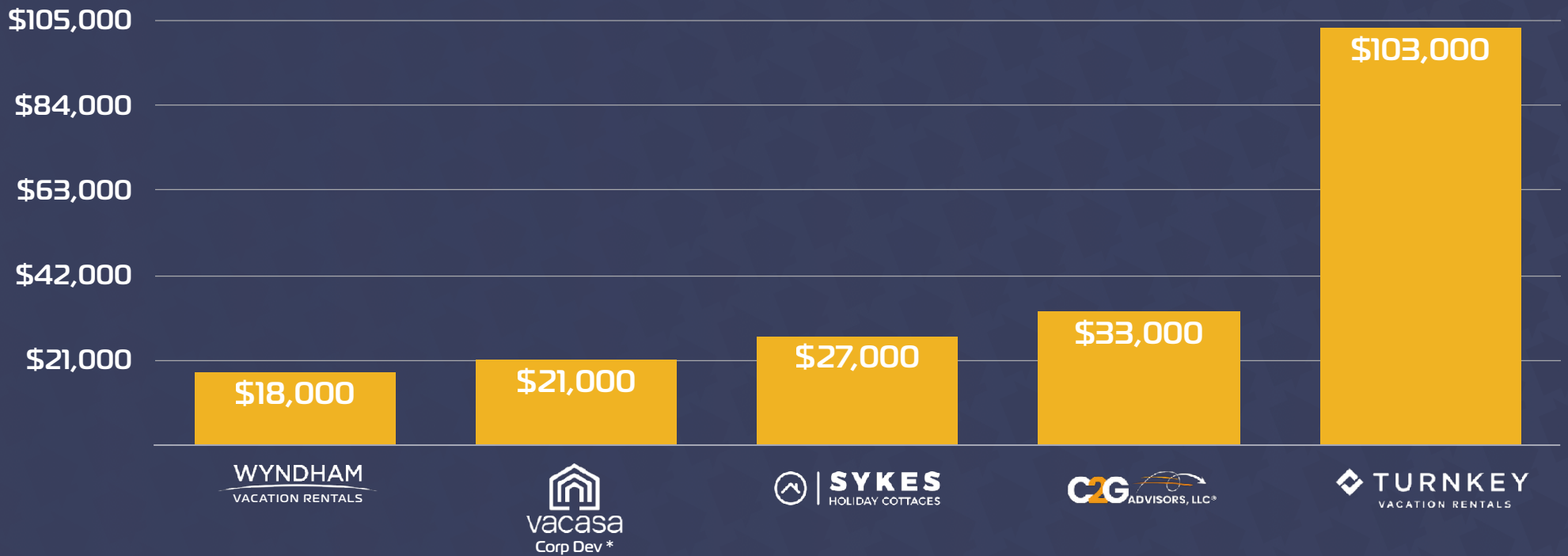
*Assumes GBR of \$50k / 5 X Multiple / 10% Margins



Recent Valuations



Value Per Management Contract



*According to Vacasa Investor Presentation on 7/21



VR Inventory Target Data



Where To Get the Data



Tax Records / MLS



List Brokers



VR Permit Data



Scraped Data



Merging Data Sources



2019-05-29 Blue Ridge Merged File v3.1

Home Insert Draw Page Layout Formulas Data Review View Tell me

Source

Source	ContactAddressKey	SiteAddressKey	FullName	FirstName	LastName	BusinessName	Address	City	State	Zip	Address	City	State	Zip	Phone
1			Humphrey Heights Rd, M	Andrew			Ashland	MA	1721			Mineral Bluff	GA	30569	
2			Over The Hill Pkwy, Mine	Donna			Milford	ME	4068			Mineral Bluff	GA	30569	
3			607 Scenic Mountain Vie	Stephen			Kinross	NJ	7405			Blue Ridge	GA	30513	
4			Ridgecrest Dr, Blue Rdg,	Randy			Manalapan	NJ	7726			Blue Ridge	GA	30513	
5			388 Antioch Cemetery Rd	Michael			Ramenside	NJ	8078			Morganton	GA	30560	
6			High Meadows Dr, Morga	Beatrice			Linwood	NJ	8221			Morganton	GA	30560	
7			42 Little Creek Overlook	Joseph			Milford	NJ	8848			Blue Ridge	GA	30513	
8			Nootroda Ridge Cr, Blu	Eugene			Cocoeside	NY	11372			Blue Ridge	GA	30513	
9			Cohutta Overlook Dr, Blu	Peter			Port Jefferson	NY	11777			Blue Ridge	GA	30513	
10			Tom Tom Trl, Blue Rdg, C	Susan			Roxbury	NY	12474			Blue Ridge	GA	30513	
11			Davensack Blvd, Morgant	Russell			Rochester	NY	14616			Morganton	GA	30560	
12			Brookhaven Ln, Blue Rdg	Charles			Du Bois	PA	15801			Blue Ridge	GA	30513	
13			819 Bruce Mountain Rd,	Marjorie			Yardley	PA	19087			Morganton	GA	30560	
14			45 Whispering Creek Rdg	Michael			Philadelphia	PA	19145			Mineral Bluff	GA	30569	
15			Shepherds Rdg, Morgant	David			Palmyra	VA	22963			Morganton	GA	30560	
16			Goose Island Rd, Cherry	Luke			Norfolk	VA	23518			Cherry Log	GA	30522	
17			355 Cohutta Mountain R	Michael			Roanoke	VA	24014			Blue Ridge	GA	30513	
18			1131 Asia St, Blue Rdg, I	Judy			Denton	NC	27239			Blue Ridge	GA	30513	
19			108 Butler Creek Rd, Ch	Milo			Apex	NC	27502			Cherry Log	GA	30522	
20			890 Hogback Rd, Blue R	Robert			Wake Forest	NC	27587			Blue Ridge	GA	30513	
21			749 Davenport Mountain	John			Southern Pines	NC	28387			Blue Ridge	GA	30513	
22			Ridgeview Rd, Morganton	Bob			Ardur	NC	28704			Morganton	GA	30560	
23			6575 Rock Creek Rd, Ch	Diane Marie			Franklin	NC	28734			Cherry Log	GA	30522	
24			Rooks Rd, Mineral Bf, G	Carol			Hendersoville	NC	28739			Mineral Bluff	GA	30569	
25			Bent Wood Ln, Blue Rdg	Sandra			Lake Lure	NC	28746			Blue Ridge	GA	30513	
26			1111 Blue Ridge Dr, Me t	Joseph			Murphy	NC	28906			Mc Cayssville	GA	30565	
27			101 Wintermute Dr, Mine	Harvey			Columbia	SC	29209			Mineral Bluff	GA	30569	
28			39 Prides Rdg, Blue Rdg	Glen			Georgetown	SC	29440			Blue Ridge	GA	30513	
29			Fox Run Dr, Blue Rdg, G	David			Georgetown	SC	29440			Blue Ridge	GA	30513	
30			582 Summit St, Blue Rdg	Jack			Moncks Corner	SC	29461			Blue Ridge	GA	30513	
31			3179 Big Creek Rd, Cher	Travis			Summerville	SC	29485			Cherry Log	GA	30522	
32			470 The Forest Rd, Blue	Jennifer			Greer	SC	29650			Blue Ridge	GA	30513	
33			168 Cedar Ridge Rd, Ch	John			Mauldin	SC	29562			Cherry Log	GA	30522	
34			99 Deerberry Dr, Blue R	A			Seneca	SC	29672			Blue Ridge	GA	30513	
35			1738 Little Rock Creek R	Michael			Salem	SC	29676			Cherry Log	GA	30522	
36			1607 Kingdown St, Blue F	Bobbie			Aiken	SC	29801			Blue Ridge	GA	30513	
37			72 Mountain View Cr, Bk	Thomas			Bluffton	SC	29910			Blue Ridge	GA	30513	
38			Fish Trap Trl, Mineral Bf,	Stephen			Hilton Head Island	SC	29928			Mineral Bluff	GA	30569	
39			333 Williams Branch Dr, I	Kenneth			Avondale Estates	GA	30002			Morganton	GA	30560	
40			644 Hidden Lake Dr, Che	Donald			Avondale Estates	GA	30002			Cherry Log	GA	30522	
41			722 Dallas Ln, Blue Rdg,	Sandra			Avondale Estates	GA	30002			Blue Ridge	GA	30513	
42			580 Falcon Rd, Blue Rdg	Allen			Alpharetta	GA	30004			Blue Ridge	GA	30513	
43			13146 Big Creek Rd, Che	Jennifer			Alpharetta	GA	30004			Cherry Log	GA	30522	
44			Last Dog Ln, Blue Rdg, C	Richard			Alpharetta	GA	30004			Blue Ridge	GA	30513	
45			96 Hidden Lake Ln, Cher	Simon			Alpharetta	GA	30004			Cherry Log	GA	30522	
46			214 Rowland Pt, Morgant	Barry			Alpharetta	GA	30004			Morganton	GA	30560	
47			643 Brown Bear Path, Bk	Kevin			Milton	GA	30004			Blue Ridge	GA	30513	
48			502 Shepherds Walk, Mc	Carolyn			Milton	GA	30004			Morganton	GA	30560	
49			589 Deer Crest Rd, Blue	George			Milton	GA	30004			Blue Ridge	GA	30513	
50			111 Cohutta Overlook Dr	Barry			Alpharetta	GA	30004			Blue Ridge	GA	30513	
51			289 Wib Kendall Rd, Blue	Julia			Alpharetta	GA	30004			Morganton	GA	30560	
52			498 Star Creek Dr, Morg	Michael			Milton	GA	30004			Blue Ridge	GA	30513	
53			11 Cherry Log Ln, Blue F	Michael			Milton	GA	30004			Blue Ridge	GA	30513	
54			4 Little Creek Overlook E	Michael			Milton	GA	30004			Blue Ridge	GA	30513	
55			440 Cochise Rd, Cherry	Alexis			Milton	GA	30004			Cherry Log	GA	30522	
56			644 Bruce Mountain Rd,	Aspy			Alpharetta	GA	30004			Morganton	GA	30560	
57			Twin Lakes Rd, Blue Rdg	Peter			Alpharetta	GA	30004			Blue Ridge	GA	30513	
58			Dusty Darro Trl, Mineral	Christopher			Alpharetta	GA	30004			Mineral Bluff	GA	30569	
59			56 Snake Nette Overloc	Darren			Milton	GA	30004			Blue Ridge	GA	30513	

Calculate

Upwork fiverr



Segmenting Data Sources by Target List



Ideal Customer Profile (ICP)



A Target

Monthly



Direct Mail



Email



List Based Retargeting



IP Targeting



B Target

Quarterly



Direct Mail



Email



List Based Retargeting



C Target

Annual



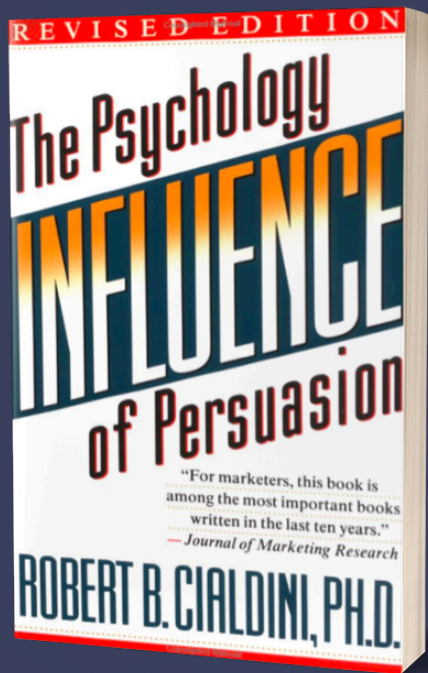
Direct Mail



Email



Segmenting Data Sources by Target List





CRM With Marketing Automation



Track Your Leads With a CRM

 vintory





CRM With Automation



ActiveCampaign >



Customer Acquisition

[My Campaigns](#)

Get More Customers

Customer acquisition campaigns help you to produce more "hot" sales leads who are ready to engage.

Name	Total	Active	Completed	Replied	Reply %		
1. Form Submission New Lead	1	1	0	0	0.00%	Published	JdyfEJD0G8ZyflbctBh5
1. Initial Nurture	3	0	3	0	0.00%		
2. Appointment Confirmation and Reminders	0	0	0	0	0.00%		
3. No Show	0	0	0	0	0.00%	Draft	2RsJ1lgeBwO2pukI6RsP
4. Negotiation	0	0	0	0	0.00%		
4. Negotiation	0	0	0	0	0.00%		
5. Gone Dark	0	0	0	0	0.00%	Draft	oLtdcny/0yFXuXo6u00G
5. On Hold	0	0	0	0	0.00%	Draft	6sHbJMARxALRvxCHSMnF
6. Long Term Nurture	0	0	0	0	0.00%	Draft	93apWAEdQSDvw8B_I0K_L

Automatically Enrolled Sequences

Emails, Texts, Hot Call Transfers

50% Deals From LT Nurturing



7 Key Messaging Building Blocks



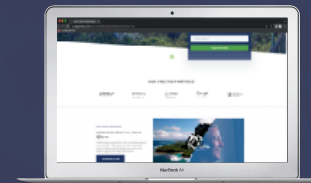
Messaging



Unique Selling Proposition



Features & Benefits



Trust Icons



Social Proof



Compelling Offer*



Call to Action



Risk Reversals*



Messaging



Inventory Acquisition
Key Messaging Building Blocks Worksheet

COMPANY _____

1 Features & Benefits

Features are factual statements of what your service does, describing which attributes set it apart from the competition. Benefits describe why those features matter and how they help your target audience. Benefits entice the customer to buy. It answers the question "what's in it for me?" They highlight the key features within your rental program.

- Revenue Management** Give your home the competitive edge with dynamic pricing and rates optimized daily
- Marketing** Target, attract & book qualified guests with photography, social media ads, and optimized listings on Airbnb
- 24/7 Maintenance** Keep your home running smoothly around the clock with a fast, reliable maintenance team
- Housekeeping** Make the perfect first impression with walk-to-walk cleanings before guests arrive
- Inspections** Know your property is guest-ready with top-to-bottom inspections every week
- Direct Bookings** Earn more your after your guests book their stay directly on our website
- Guest Screenings** Book only the most qualified guests who'll enjoy your home the right way
- Local Support 24/7** Know that you have a friendly, accessible team right up the road 24/7
- Guest Damage Coverage** Save more when you let us cover accidental guest damage coverage up to \$1k
- Reporting & Taxes** Skip the tax filing headache with a team that tracks every penny
- Owner Portal** Stay in the loop on your property with our easy-to-use owner portal that lets you check everything from your calendar to your maintenance requests
- Unlimited Owner Use** Block off your vacation days with ease, and enjoy your home as often as you want
- Guest Concierge** Make every guest feel like a VIP with everything from grocery delivery to ticket purchases
- Automated Touchpoints** Give guests a seamless experience with automated touchpoints from booking to checkout
- No Nickel and Dime**

2 Unique Selling Proposition (USPs)

A USP is one thing that really sets you apart from the competition.

- You have 70% direct bookings
- You have weekly payouts
- You have a guaranteed rental income program
- You leave a handwritten note in the home for every guest

Get your home fully listed and ready for guests in as little as two weeks

- Fast Listings**
- Boutique Service** Enjoy more personalized service from a small team that watches your home more closely
- Community Gating** Know you're partnering with a team that invests in the local community & helps keep it strong
- Smart Home Technology** Make guests feel safe with digital locks & noise monitoring tech in your home
- No Invoice Markups**

3 Trust Icons

Trust icons are logos and icons that build trust and credibility

- Better Business Bureau badge
- Online booking sites like Airbnb and VRBO
- VIRMA Member badge
- TripAdvisor logo
- HomeAway logo
- FlipKey logo
- Expedia logo
- Local Chamber of Commerce badge
- Google My Business reviews score
- Yelp reviews score
- Marriott Homes & Villas logo
- Vacation Rental Housekeeping Professionals logo
- National Association of Realtors logo

4 Social Proof

Social proof is a psychological phenomenon where people trust the actions of others to help them make a decision. They feel others may have more knowledge about what's going on and what should be done. It's evidence that other people have signed up and found value in your service.

- Testimonials (written, recorded, or both)
- Reviews
- Badges
- Trust icons
- Social media likes
- Staff certifications/trainings
- Number of years' experience
- Number of guests you've had
- Number of owners in your program

5 Compelling Offer

A compelling offer (also called a "Mafia Offer") is an irresistible offer your target customer simply "cannot refuse."

- FREE Digital Locks
- FREE Income Projection
- FREE Interior Design Consult
- FREE Home Improvement Credit
- FREE Home Tech Installation
- FREE Photography
- FREE 3D Tours
- FREE Drone Photography

7 Risk Reversals

A risk reversal is a strategy that transfers the risk of a transaction from the buyer to the seller. The seller agrees to make things right in advance if it doesn't end up satisfied. It's a great way to eliminate barriers to purchase.

- Evolet's "Risk Free Guarantee." You can cancel after 6 months and get a 100% refund of all of your management fees.
- Vacasa's "We'll beat your current revenue by \$5,000 or more, or we'll refund you the difference up to the full amount of our management fee"
- "If we don't generate a 5 star review, we won't charge a commission!"
- "You only pay full commission on 5-star reviews!"
- Earn 20% more revenue guaranteed!
- No Onboarding/Start-Up Fees
- No Long-Term Contracts
- 100% Satisfaction Guarantee

Call to Action

A marketing piece needs to have a CTA that encourages the audience to action or to do something. It tells your audience what to do with the action you've given them. Notice how much more compelling a CTA is if you include a compelling offer to sweeten the deal.

Call today!
 or text or email today!
 today & get FREE photography!
 today & get two FREE cleanings!
 today & get two FREE annual deep cleans!
 today & get your onboarding fees waived!
 today & get two FREE annual deep cleans!
 see how we can boost your revenue this year!
 see what's possible with NO start-up fees!
 see how we GUARANTEE your satisfaction!
 see what personalized service looks like!
 see what better care looks like!

CALL TO ACTION

Don't want to do the work? Let the expert do it for you!
 Book a demo and get the book for free!

Social Proof

Compelling Offer*



Call to Action



Owner Recruitment Landing Pages



Owner Recruitment Landing Page



Immediate ROI

Lowest Hanging Fruit

7 Key Messaging BB's



Free Download
vintory.com
/NWVRP



Omnichannel Marketing



Omnichannel Marketing





Consistency Is Key With Direct Mail



Use 7 Key Messaging BB's

Consistency

Vacasa - 7.5m Mailers/Yr

Try This!
handwritten



Leverage QR Codes / PURLS





Leverage QR Codes / PURLS



The image illustrates a multi-channel marketing strategy. On the left, a smartphone displays an iMessage conversation with 'Tim' from Thursday 15:58. The messages are: 'Hey Brooke, Are You Looking For Property Management?' and 'We'd Love To Chat With You About Your Needs!'. In the center, a laptop screen shows a website for 'COZI VACATION RENTALS' with the headline 'ROOTS RUN DEEP IN THE FREDERICKSBURG COMMUNITY'. The website content includes: 'Dear Brooke, Thanks for Visiting our Website! We'd Love To Chat More With You Regarding our Free Onboarding Package For Homeowners (\$3,000 Value)! - Matt'. At the bottom of the laptop screen, it says 'MacBook Air' and 'Call Us Today 830 269-7306'. On the right, a printed card features the text: 'Experience the local difference! Call Garrett today', 'gare:t@cozivr.com', '(830) 307-7118', 'Call today and pay no startup fees!', a QR code, and a postage stamp area with 'SAMPLE COMPANY', '200 WEST 81ST STREET APT 5A', 'NEW YORK, NY 10024', and 'POSTAGE INDICIA'.



Convert Cold Leads Into Warm With Automated Outreach



New message

To

Subject

Hi [First Name],

I did some research, and it looks like you own the property at [address].

For the last XX years, we've been helping homeowners like you maximize their rental income.

Would you mind if I worked up a pro forma for your property to estimate what it could earn as a vacation rental in our program?

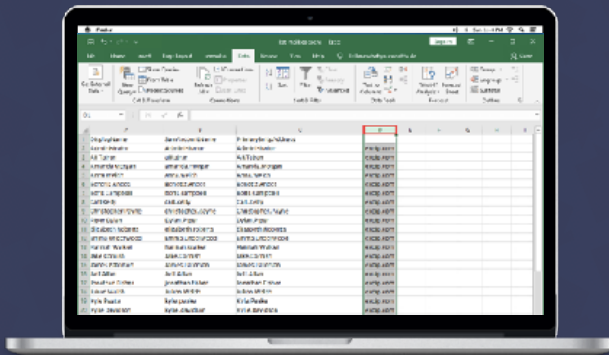
Thanks!
[Your Name]

Send Save Cancel





Capture Better Leads With List Based Retargeting



Upload People on Your List



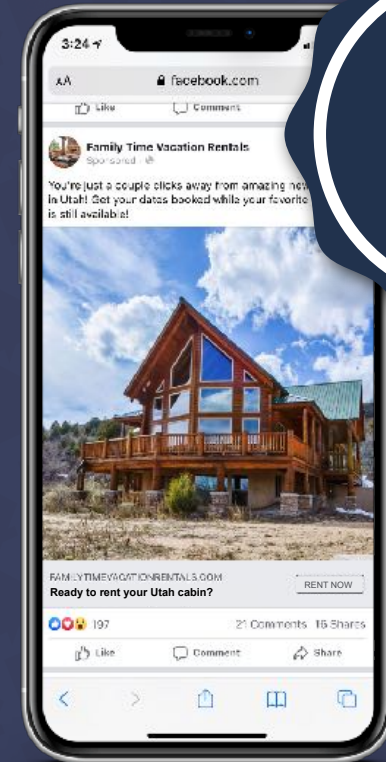
Custom Audiences



Matched Audiences



Tailored Audiences



Your Ads

Try This!
AdRoll



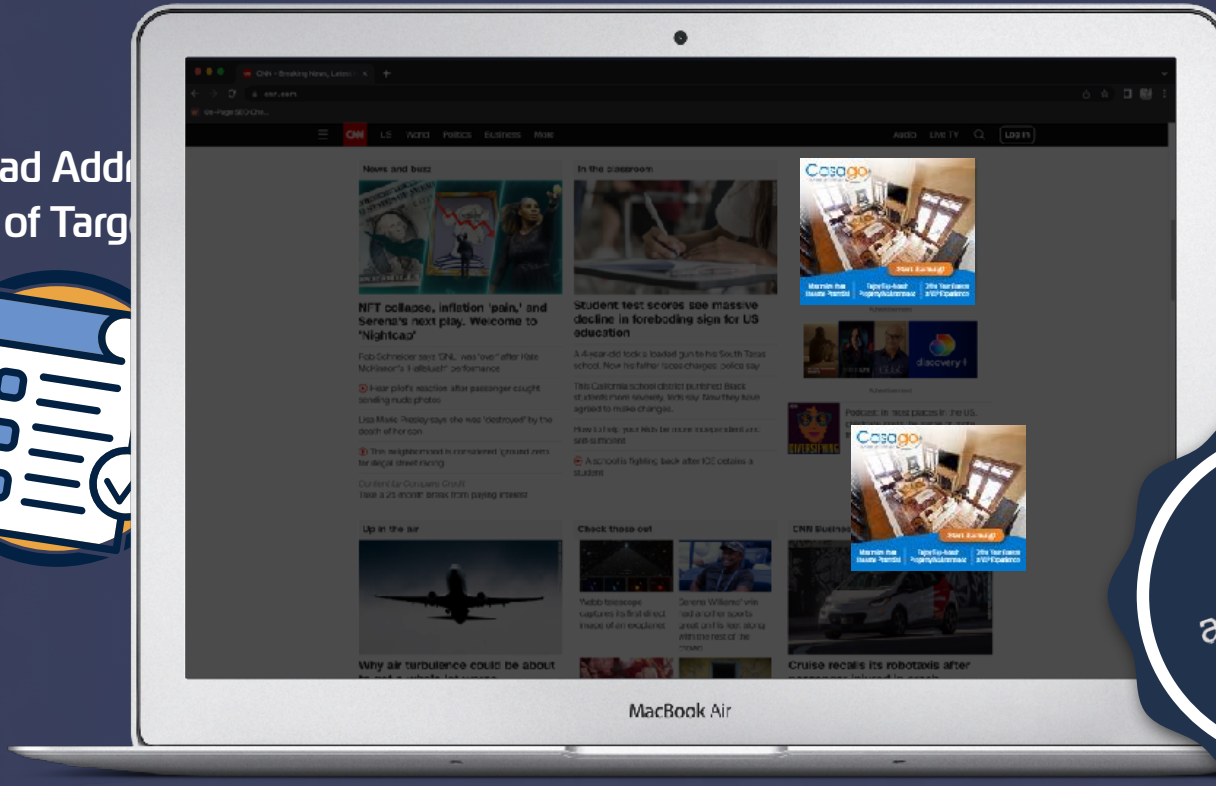
IP Targeting



Upload Address List of Target



Display Ads on Computer





Inbound Marketing

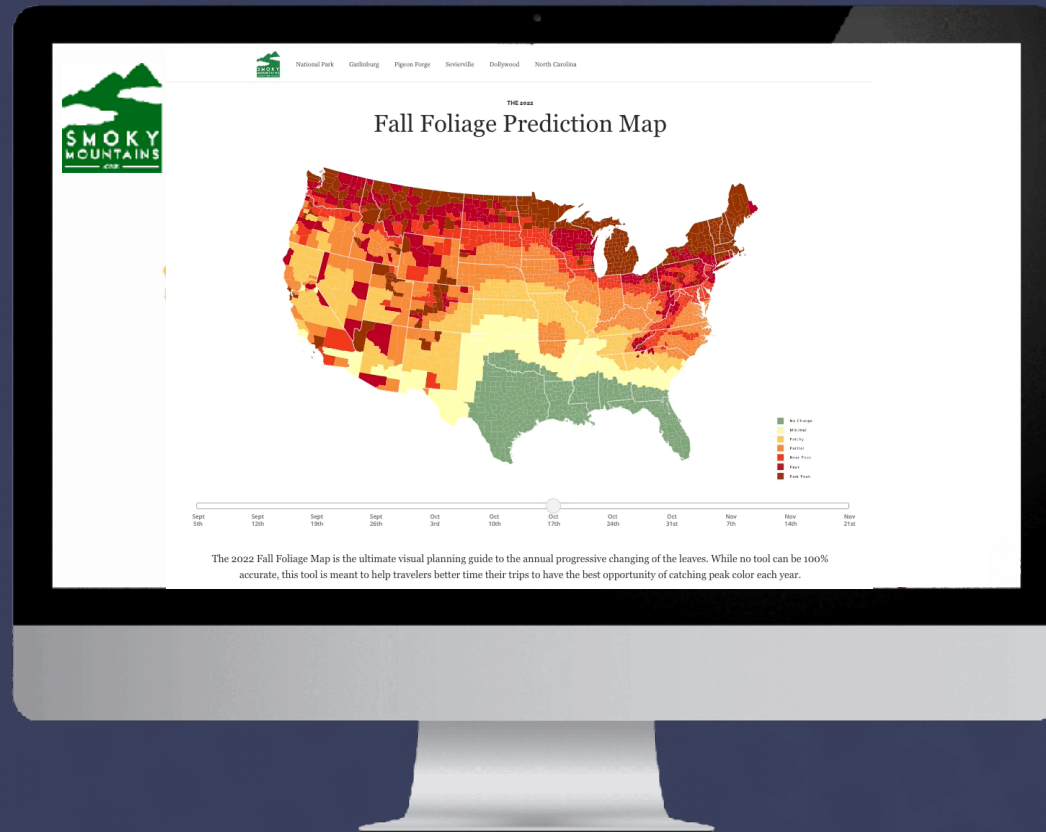


Inbound Marketing





Use Interactive Content To Add Value & Empower Leads





Use Interactive Content To Add Value & Empower Leads



Estimate Your Vacation Rental Income Potential

What if you could get more rental income from your vacation rental and leave the hassle to a professional?
Use the calculator below to help determine the income potential your property would generate in or near Sunriver.

Property Type
Select the type of property that we provide services for.

HOUSE **CONDO**

How many guests can your property accommodate comfortably?

Accommodates: 0 6 10 15

Bedrooms
Choose the total number of bedrooms in your rental property.

of Bedrooms: 2 3 4 5 6

Bathrooms
Choose the total number of bathrooms in your rental property.

BATHS: 1 2 3

Estimated Annual Gross Revenue
\$55,376 - \$61,205 PER YEAR

The estimated gross booking revenue (GBR) shown is for rental properties located in Sunriver.

Estimated GBR Breakdown Analysis

Average GBR for Property	\$58,000
Location Value	\$0
Quality Value	\$0
Accommodation Value	\$0
Bathrooms Value	\$290
View Value	\$0
Total Estimated GBR	\$58,290

Estimated Monthly Gross Revenue
\$4,615 - \$5,100 PER MONTH

*Estimated gross revenue is before personal and management fees.

GET A PERSONALIZED ESTIMATE

The rental estimates on this page are target based on the information you enter. To get a personalized estimate based on your specific property, click the button above.

Hi there, have a question? Text us





Use Interactive Content To Add Value & Empower Leads



The screenshot displays a web application interface for property management. The browser address bar shows join.koloakai.com/top-properties. The page header includes the 'Koloa KAI' logo and navigation links for 'Property Management', 'ROI Calculator', and 'Top Properties'. The main content area is titled 'Top Properties on the Market' and features a map of Koloa, HI, with several property markers. A red arrow points to a specific property on the map. Below the map, a price range filter is visible, with options for '\$10m+', '\$2-\$3m', '\$3-\$4m', and '\$5-\$6m'. The address '1831 Pee Rd, Koloa, HI 96756' is displayed below the map.

On the right side of the screen, a detailed report for 'Jed Stevens Business Development' is shown for a property in Koloa, HI 96756, USA. The report includes the following data:

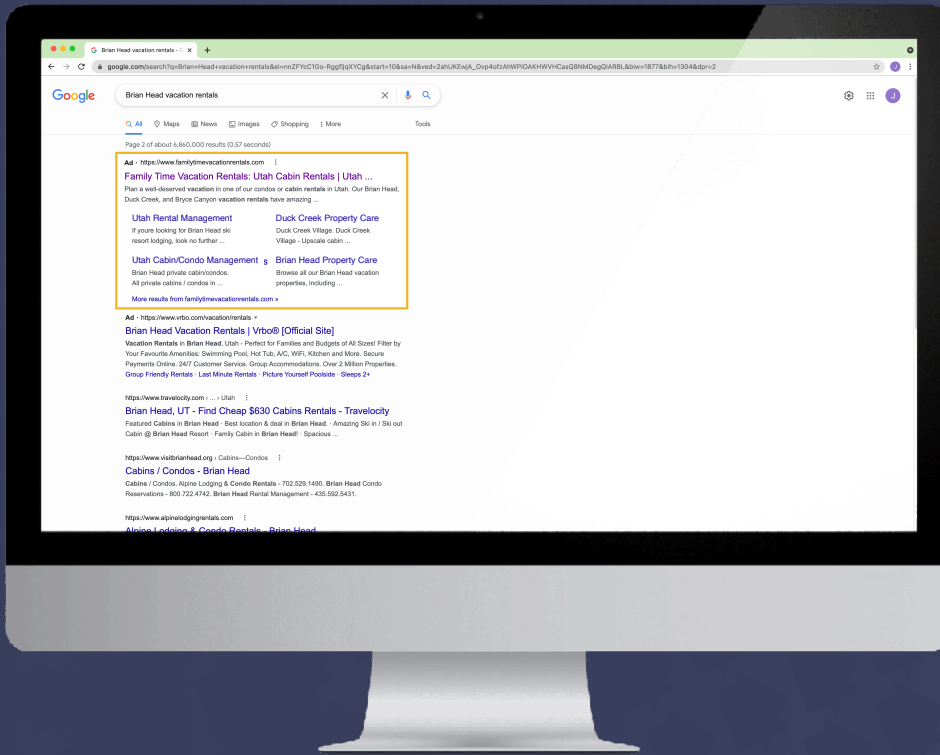
- Property Value: \$106,800
- Based on 18 comparable properties
- Average Property Details (Annual):
 - Rent Revenue: \$106,800
 - Average Daily Rate: \$952
 - Average Stay Revenue: \$2,766
 - Days Booked in Advance: 116
 - Guest Nights Booked: 168
- Comp Criteria:
 - Sourced From: One Year Back (2021)
 - Bedrooms: 2
 - Unit Type(s): Condo

Below the report, two bar charts are displayed:

- Average Rent Revenue by Month:** A bar chart showing monthly revenue from January to December. The values range from approximately \$65,000 in September to \$106,800 in December.
- Paid Guest Nights:** A bar chart showing the number of paid guest nights per month, ranging from approximately 150 in September to 200 in July.

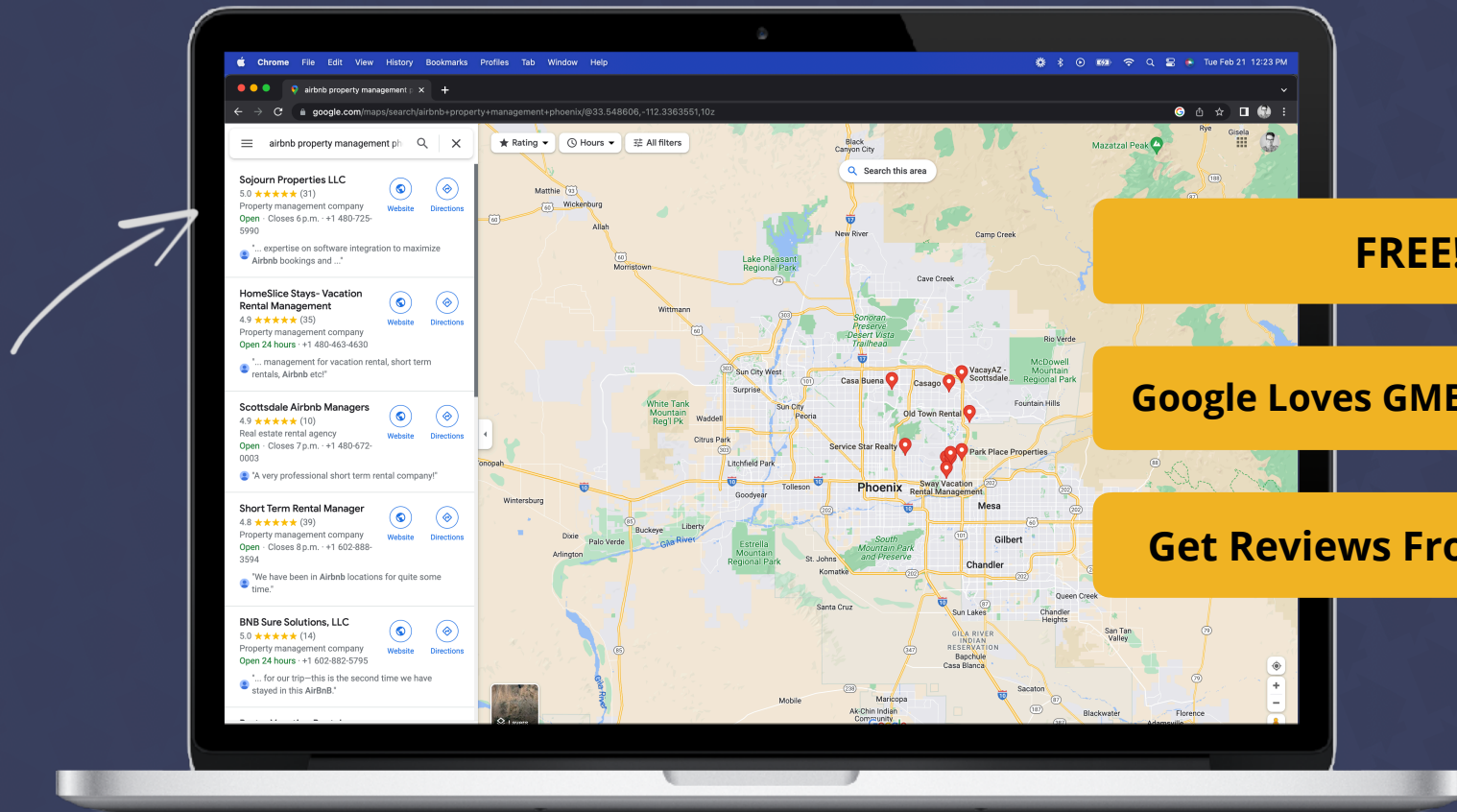


Capture More Leads With PPC Targeted at Owner Intent





Increase Leads Through Google my Business (GMB)



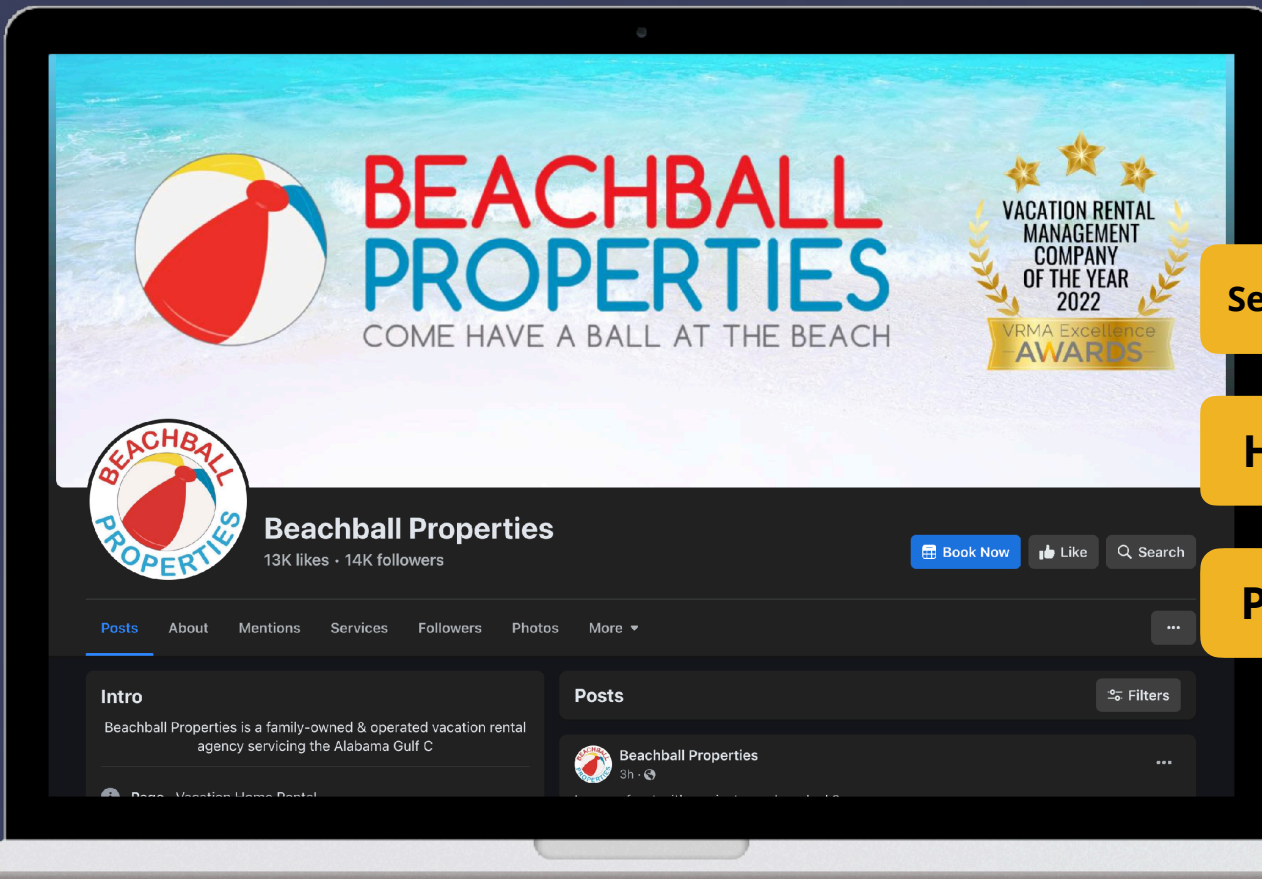
FREE!

Google Loves GMB - SEO Bump

Get Reviews From Owners



Zero Dollar Social Strategy



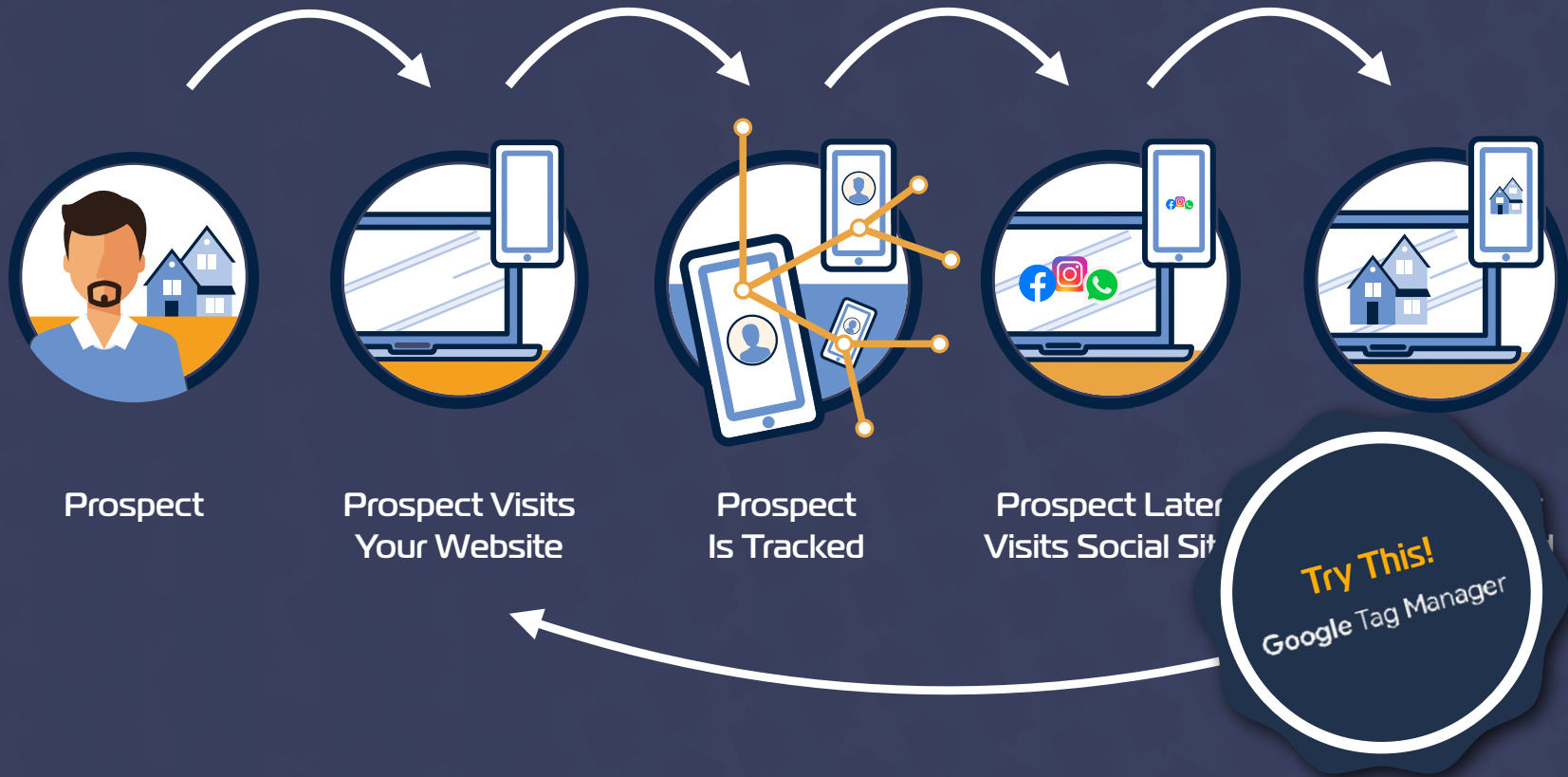
Setup a FB Group for Your Market

Highlight Local Activities

Philanthropy, New Props



Stop the Leak in Your Sales Funnel With Retargeting





Referral Marketing



Target Realtors & Influencers With An Omnichannel

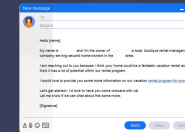
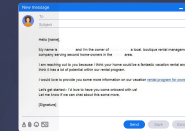




Realtor Lead Machine



Realtor



Lifetime of Leads



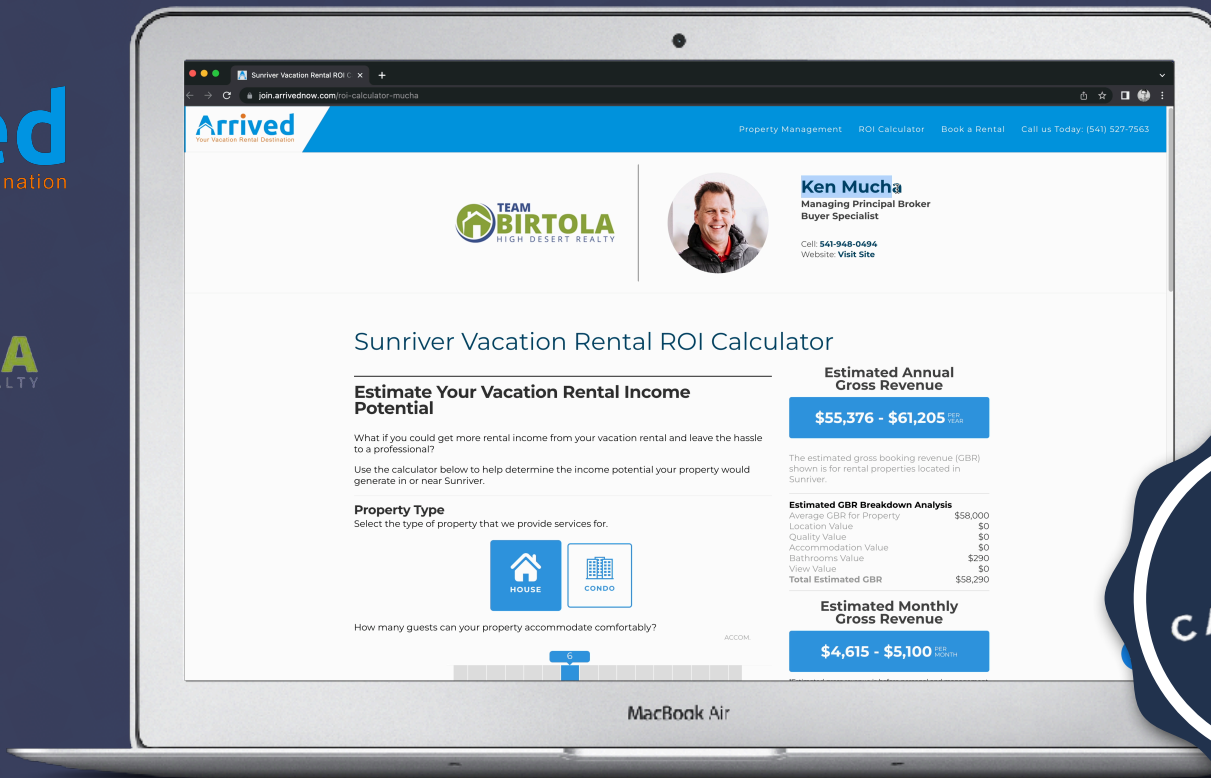
Co-Branded ROI Calculators w/Realtors



Arrived
Your Vacation Rental Destination



TEAM BIRTOLA
HIGH DESERT REALTY



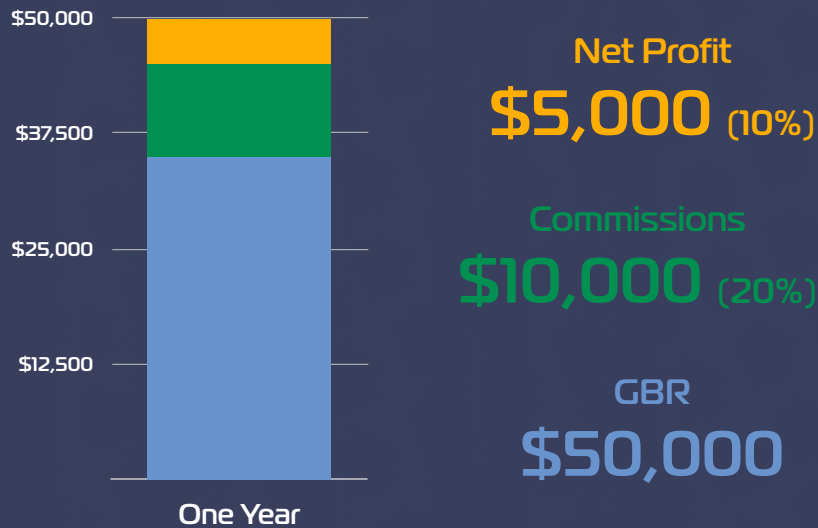


Time To Hire Full Time BD Rep?



Calculating Value of Inventory

Value of one property after one year



Computing the customer lifetime

$$\text{Customer Lifetime} = \frac{1}{\text{CHURN}}$$

$$\text{Industry Avg} = \frac{1}{10\%}$$

= 10 Year Lifetime

Lifetime Value = \$50,000



Break-Even Analysis on BD Rep



\$80,000

1st Year Salary



16 Homes

1st Year Growth

x \$5k



\$80,000

1st Year Margins

x \$50k

\$800,000

10 Year / Lifetime Margins





What Does the Best BD Rep Look Like?





Speed & Responsiveness Matters



Speed Matters



Call Back Within **2 Minutes**

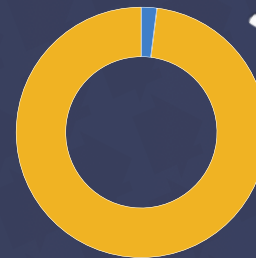
10X Vs Waiting **1 Hour**

10,000X Vs Waiting **1 Day**



HubSpot

HARVARD
UNIVERSITY



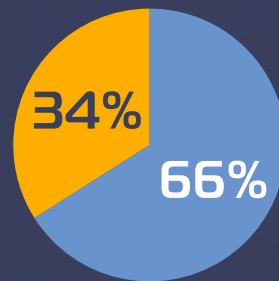
Timeframe for
Maximum Success



Responsiveness Matters



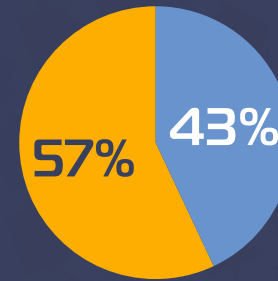
VRMs Picked Up the Phone



34%

Of the Times We Called

VRMs Called Us Back



57%

Of the Times We Left a Message



Responsiveness Matters



**Mega-Managers
Always Pickup the Phone!**

100%

THEY **NEVER** MISS A CALL!

"80% of Success Is Showing Up"



The #1 Strategy...

Consistency!



Questions?

Thank You! Get in Touch!



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